



FACTORS THAT INFLUENCE ONLINE REPURCHASE INTENTION
AMONG CUSTOMERS IN MELAKA TENGAH

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UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

JANUARY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours
(International Business)**

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UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, Nurfarrahain Binti Abd Malik, (930922-04-5194)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:.....

Date:.....

LETTER OF SUBMISSION

8 JANUARY 2018

The Head of Programme

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

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Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “**FACTORS THAT INFLUENCE ONLINE REPURCHASE INTENTION AMONG CUSTOMERS IN MELAKA TENGAH**” to fulfil the requirement as need by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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With Honours (International Business)

ABSTRACT

People nowadays prefer to buy things online due to their busy schedule, thus online business has grow rapidly and lead to aggressive competition. It is important to identify the factors that may influence online repurchase intention because it may help the online businesses to grow. The aims of this study is to examine the relationship of perceived usefulness, ease of use, and trust on online repurchase intention. Cross-sectional method have been used in this study and for the sampling technique, the researcher select convenience sampling. Questionnaires were distributed to 300 respondent that consists of public in Melaka Tengah who used to repurchase product from the same online businesses. Multiple Regression Analysis have been used in order to statistically test the three proposed hypotheses. The researcher was found that the perceived usefulness, ease of use, and trust have a positive significant relationship with online repurchase intention. However, future research are recommended to increase the number of variables in their study, increase the sample size, or maybe targeting all group of ages in order to obtain a better results.

Keywords: Online Repurchase Intention, Perceived Usefulness, Ease of Use, Trust.